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Glendale Economic Development Division



GPEC Economic Analyst Kristen Stephenson Joins the Glendale Economic Development Team

The City of Glendale Office of Economic Development has a new talented team member: Kristen Stephenson has joined Economic Development in the position of Economic Development Specialist. Kristen joins the team from the Greater Phoenix Economic Council (GPEC), where she was their leading Economic Analyst for more than 12 years, providing crucial economic and competitive analyses, including tax policy, incentive analysis and economic impact modeling. "The City of Glendale is fortunate to have someone of Kristen's intellectual acumen on our team, and we are thrilled to have her help in improving our research capabilities," said Brian Friedman, Executive Director of Community and Economic Development. "Accurate, well-positioned market and economic information is critical to

everything Glendale does to communicate our value proposition, from engaging clients to reaching out to brokers and developers. Kristen's talents will definitely help us get to the next level."

Aspera Project on 75th Avenue and Loop 101 Approved by Glendale City Council

Glendale City Council approved the rezoning of the Aspera planned area development at North 75th Avenue and the Loop 101 freeway at its April 8 council meeting. Aspera, being developed by Cardon Development Group, will feature approximately 800,000 square feet of multi-family residential, office building, shopping center, supervisory care facility, senior living care facility and parking lot. The planned office building would be part of Banner Health, with offices and a health care facility, which would provide physicians and other medical professionals support for primary care and those needs that require expertise in specialized medicine. One of the highlights to the project is Treasure House, a vocational, recreational, social and educational live-in facility for special-needs adults. Treasure House is supported by Kurt and Brenda Warner, who sit on the executive board. A groundbreaking ceremony for Aspera is planned for May 6 with Arizona Gov. Jan Brewer, Church of Joy Pastor Walt Kallestad, Kurt and Brenda Warner and developer Cardon expected to attend.

The Pain Center of Arizona Opens Their Doors in Glendale

Glendale is now the home of the state's largest pain management practice, The Pain Center (TPC) of Arizona. Eleven years ago, TPC began with just one pain management clinic and a handful of employees. Today, TPC has grown to over 15 locations statewide with 250+ employees and is the largest pain management practice in the Southwest. The company, which held a ribbon cutting and grand opening celebration on April 11, 2014, now proudly calls Glendale home to their new Administrative Center. Located at 5281 N. 99th Ave, Glendale in a state-of-the-art 12,500 square foot corporate facility, the TPC Administrative Center will be the hub for all of The Pain Center of Arizona's administrative activities across the Valley. The location will employ between 100-150 administrative and managerial employees. More information: <https://www.youtube.com/watch?v=0pj8JwBYdoo>.





American Furniture Warehouse Under Construction on the Loop 101

The Valley's newest mega-furniture retailer is now under construction in Glendale on the west side of the Loop 101. American Furniture Warehouse, or AFW, purchased 47 acres of property last year at 5801 North 99th Avenue, or on the southeast corner of Bethany Home Road and 99th Avenue overlooking the Loop 101. AFW's new store will be approximately 600,243 square feet of retail showroom and warehouse, and it will employ 300 people. AFW chose Glendale because of the strategic West Valley location and because of the City's ability to help them meet their accelerated timeframe. West Valley residents can expect to shop at the new location

by late August.

Glendale Represented at ICSC Phoenix "Southwest Idea Exchange"

The Glendale Economic Development Department attended and hosted a table at the 2014 International Council of Shopping Centers' "Southwest Idea Exchange" in Phoenix, held March 6, 2014. Glendale's staff was excited to attend given the increased interest in the West Valley's growth and retail opportunities. Glendale had an exciting story to tell at the conference this year to the many real estate brokers, developers and industry professionals in attendance, as the Westgate and Sports & Entertainment District along the Loop 101 was well-known and offered a lot of opportunity for new retailers.

Glendale Rocks the House at a Recent AAED Luncheon

The City of Glendale had the opportunity to provide the "community spotlight" at the March 4th Arizona Association for Economic Development (AAED) luncheon to talk about all things Super Bowl! The Economic Development department duo – Jeanine Jerkovic and Jean Moreno – presented the top 10 reasons why Glendale is not only awesome, but is ready for the Super Bowl ([click here](#) to view the presentation). The fun and creative presentation focused on all of the positive changes that have occurred in Glendale since our 2008 Super Bowl from both the economic and organizational development standpoints including: new leadership to complement a tenured operational staff, the addition of 6 million square feet of development, over 9,400 jobs attracted and retained, and over 80 company expansions or locations. The "community spotlight" served as a great introduction for the keynote address made by Jay Parry of the Arizona Super Bowl Host Committee and demonstrated Glendale's commitment to ensuring an exceptional fan and community experience for Super Bowl XLIX.

Economic Outreach takes Glendale Staff to Canada, Mexico in 4th Quarter 2014

Economic opportunity knows no boundaries, and the City of Glendale has been fortunate to visit Canada and Mexico this quarter in pursuit of trade and investment ties. In January 2014, the Greater Phoenix Economic Council led an executive business mission to Alberta and Edmonton, Canada with the City of Glendale and Snell and Wilmer law firm. The four-day visit to Canada included meetings with several dignitaries, media, and local businesses, and the City of Glendale helped communicate the advantages of doing business in Greater Phoenix and the West Valley. In April, Glendale Economic Development staff accompanied a Maricopa Association of Governments-led mayoral trade delegation to Nogales and met with economic development counterparts south of the border. Glendale views international opportunities as important to the future of the community, given its presence of the world-renowned Thunderbird Global School of International Management, its proximity to Mexico as a growing community in a border state, and as a frequent destination for Canadian tourists and businesses year-round.



GPEC Executours hosted by Glendale in 2014

The City of Glendale was fortunate to have the opportunity to partner with the Greater Phoenix Economic Council (GPEC) twice in the 4th Quarter of 2014 on two premier "Executours" to the Greater Phoenix market. On January 30, 2014, Glendale hosted a delegation of executive site selection consultants along with GPEC and several other community partners in the Glendale suite at Jobing.com Arena for a hockey game. During another site selector delegation visit on March 14, 2014, Glendale was pleased to host the group for a brief introduction and presentation at the Glendale Municipal Airport, where the delegation was provided a Greater Phoenix helicopter tour shortly afterward. Site selection professionals and consultants are a key network for the Glendale Economic Development Office, as they tend to advise larger corporations on their business location and expansion decisions. Their greater familiarity with Glendale and the West Valley will help raise the level of consideration that their future clients make when making a relocation or expansion decision.

Glendale Passport to Science Wraps Up a Successful 2014 Series

With an estimated 12,000 community participants, the 2014 Glendale Passport to Science wrapped up another smashingly successful season of science. Thanks to several community partners hosting exciting local events, a partnership with a Glendale-based social entrepreneurship business Heroes for Students and 1,785 West Valley Geo-Tour "finds," the 2014 2nd Annual Glendale Passport to Science was the most successful Arizona SciTech Festival series yet for the community. The Arizona SciTech Festival, which is a statewide series of fun, family-friendly expos, workshops, tours & demonstrations of science, technology, engineering and math, is an opportunity for Glendale to showcase its capabilities and to inspire a future workforce. The Glendale-based 2014 series took place from February – April 2014. In addition to several events, new West Valley partnerships to the Glendale series this year were started, including a collaboration with local Glendale-based start-up HEROES for Students (www.heroesforstudents.com) as well as a brand-new joint initiative called the "STEAM-Punk Adventure," led by WESTMARC, the West Valley's leading advocacy group. The WESTMARC-led Geocache initiative also represents the first-ever Arizona-based Geocache Tour and will help develop a broader tourism strategy in the West Valley. More information about the Glendale Passport to Science: <http://youtu.be/uWVjoy0m5u0> or visit www.glendaleaz.com/science.



Glendale Empereon-Constar Location Hires 100 in Single Day

On March 27, 2014, the executives at the new Glendale location of Empereon-Constar held a local job fair to help fulfill a goal of hiring 100 candidates, ultimately helping them reach their goal of hiring 800 total employees for the new location. The event received tremendous local media and television attention from Fox 10, ABC 15, and other affiliates, as well as radio and print media. Glendale Economic Development staff was on-hand to support the event and provide media interviews. The company attracted more than 500 applicants and was able to hire 100 people on-the-spot as a result. Empereon-Constar was part of the first-ever Glendale Job Fair back in November 2013 and expects to regularly conduct similar recruiting events in the future due to the large scale of quality employees needed. The new Glendale location is at 5260 West Phelps Road, on the southeast corner of Bell Road and 51st Avenue.

Glendale to Host the 2015 Pro Bowl

The next Pro Bowl will be played in Glendale, Arizona, at the site of the Super Bowl, skipping Hawaii for the first time since 2010. Although the game will return to Hawaii in 2016, the 2015 game will be played at University of Phoenix Stadium a week before the Super Bowl. The Pro Bowl, the league's version of the all-star game, will take place Jan. 25, 2015. The Super Bowl will be held February 1, 2015. Next year will mark the third time the Pro Bowl is held in the same city as the Super Bowl. The game took place in Los Angeles after the first Super Bowl in 1967, and then the two games weren't in the same city again until South Florida in 2010.

Glendale's April 2014 Building Occupancy Rates are as follows:

Rate	Retail	Industrial	Office
Square feet Vacant	1,110,521	643,983	1,267,409
Square feet Occupied	12,540,220	9,685,461	3,666,294
Percent Vacant	8.2%	6.2%	25.7%

Market Comparisons:

	Glendale:	Metro Phoenix:	National:
Retail Vacancy:	8.2%	10.3%	6.5%
Industrial Vacancy:	6.2%	13.1%	7.8%
Office Vacancy:	25.7%	17.8%	11.5%

**Source: Costar 1st Quarter 2014 Market Report*

Retail continues to be very healthy in Glendale, with occupancy rates continuing to rise. Over 85,000 square feet of space was absorbed in the first quarter. Vacancy rates continue to remain below the regional average.

The office rates continues to struggle, with vacancy rates remaining above 25%; however one third of the vacant space is concentrated in three buildings, each with over 100,000 square feet of space. Most of the office space absorbed in 1st quarter consisted of small medical offices.

How low can industrial vacancy rates go? At 6.2% currently - a full percentage drop from last quarter - this is the question on the minds of the Glendale Economic Development Office. For one thing, Glen Harbor Air Park in Glendale is more than 95% occupied, and only 3 land parcels in the premiere West Valley business park remain (note: there were four land sites until last quarter, when NPL Construction broke ground on a 9.5 acre Glen Harbor parcel for a new 70,000 square foot LEED certified industrial building). Also consider that within Grand Avenue's Industrial District, the vacancy rates for industrial are almost down to zero – and zero is in fact the vacancy rate for any Glendale buildings with direct rail accessibility.

The last of the mega-sized industrial buildings in Glendale are also now fully occupied; only 6 months ago, the community's last building over 100,000 square feet in size was leased up by Hensley Distribution and Avanti Windows. There are only 3 industrial buildings offering more than 50,000 square feet in Glendale remaining today – and they are the City's largest: 55,000 square feet at 8320 N. 67th Avenue; 53,040 square feet at 5555 N. 51st Avenue; and 51,350 square feet at 7612 N. 74th Avenue.

As market demand continues to rise for large industrial buildings offering more than 100,000 square feet, the Glendale Economic Development Office has begun to promote new build-to-suit opportunities. Glendale recently submitted 5 land sites to the Greater Phoenix Economic Council (GPEC) for their "REIT Strategy," which aims to market improved land sites throughout Greater Phoenix to investors who may be interested in developing properties. REIT stands for real estate investment trust. Staff is also starting to look at opportunities around the SR-Loop 303 and in proximity to Glendale Municipal Airport for future industrial development; although accessibility to infrastructure is limited at these sites, solutions are possible. One thing is certain: Glendale is ready and prime for new build-to-suit projects in the manufacturing and distribution industry sectors given its proven track record of filling up large industrial buildings.
